

## What Can Affiliates Do to Promote the Enrolled Agent Profession?

- Use NAEA's uniform definition of enrolled agent: "Enrolled agents are the only federally licensed tax practitioners who specialize in taxation and have unlimited rights to represent taxpayers before the IRS."
- Use "Enrolled Agents: America's Tax Experts" in marketing materials and other informational pieces.
- Send out press releases on affiliate/chapter milestone and events.
- Volunteer to provide a panel of members to answer questions on-air during tax season.
- Run the NAEA-provided video or audio commercials promoting EAs.
- Consider using the state version of the NAEA logo on websites and other materials.
- Form a Public Awareness Committee to organize and encourage efforts on state level.
- Develop community awareness programs, such as Shredfests, Teddy Bear programs, to get the term "enrolled agent" out in the community in a positive light.
- Represent the enrolled agent community at job or school fairs.

## What Can Affiliates Encourage Their Members to Do?

- Use the EA logo and tag line.
- Remind them to use their designation in their signature blocks.
- Add a definition of enrolled agent to their materials.
- Give the "Enrolled Agents: America's Tax Experts" flyers or brochures to clients or potential clients.
- Send press releases to local media.
- Wear the EA lapel pin.
- Keep contact information on the "Find an EA" section of [www.naea.org](http://www.naea.org) current and complete, selecting business specialty areas and providing a description of your practice.
- Run the NAEA-provided print ads in community newspapers during tax season, or use them as hand-outs.
- Volunteer to make presentations on tax issues at local meetings of groups such as the Chamber of Commerce or Rotary Club.
- Write a column for a community newspaper.
- Use social media to get the word out, via Facebook, LinkedIn and Twitter.

## Resources from NAEA (Under Tools for Members on the NAEA Website)

### EA Ads

These ads were created as a service to affiliates and members who may wish to advertise, but want to save the expense of hiring a designer. The ads are available in color and black and white in three sizes: full-page, half-page and quarter page, in order to serve larger and smaller advertising budgets. There are high-resolution versions available for print publications and low-resolution versions good for websites and other digital uses.

### EA Commercial for TV or Theatres

NAEA produced a thirty-second commercial spot that promotes enrolled agents. You can see an example of the spot on the Tools page, along with instructions. The commercial is appropriate to promote both affiliates and individual businesses. While the example shows contact information for a fictional EA at the end, the actual commercial allows space at the end to insert your affiliate information and logo or a business name and contact information over the final images.

To help make running the ad more affordable, NAEA has partnered with NCM Cinema Network, which handles advertising for 19,000 screens in 47 states and the District of Columbia. NCM has agreed to a discount for NAEA members.

#### Radio Ad

Andy Stadler, EA was generous to share the radio ad he produced with the entire membership. Members or affiliates looking for an audio ad that promotes EAs can download it.

#### Plugging into the Speakers Circuit to Promote Your Business

NAEA has posted helpful tips for getting onto the speakers circuit. There is also a PowerPoint presentation, "5 Secrets to Help You Avoid an IRS Audit" that affiliate groups or individual members can use at speaking engagements.

#### Customizable News Releases

NAEA provides fill-in-the-blanks press releases to help members announce noteworthy events to their communities. These are accompanied by easy-to-follow instructions on distribution.

Press releases can be found to announce:

- Membership in NAEA
- CE completion
- Passing the SEE
- IRS Tax Forum participation
- Achieving Fellow status
- Attending NTPI
- Attending NTPI graduate level
- Associate membership

Affiliates should encourage their members to take advantage of these press releases.

#### Let's Talk Taxes Columns

These columns, as well as the weekly press releases NAEA produces during tax season, have served as a resource for members who wish to be published in local or national publications. Consider approaching local or community newspapers with an offer to sign on as a regular columnist in print or online media. The column could be credited to the affiliate, or to an individual member.

#### NAEA and EA Postage Stamps

NAEA commissioned two professionally-designed stamps: an NAEA stamp and an enrolled agent stamp. Use of these is a good way to promote EAs on postal letters sent by the affiliate. By following the instructions under "Tools for Members," you can download the artwork and create your own stamps – and promote EAs on every letter or package sent!

#### Brochures

Affiliates and members are both encouraged to distribute the brochures that were created to educate the public by answering the question "What is an Enrolled Agent?" The PR committee recently created the printable Word document version of "Enrolled Agents: America's Tax Experts" that can be easily printed out in offices or homes for distribution.

## Social Media

Learn about social media from the posted guide “Social Media 101: an Introduction to Social Media for NAEA Members.”